MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 1, 2016/2017

DBS5028 – E-COMMERCE

(For Diploma students only)

12 OCTOBER 2016
2:30 p.m. – 4:30 p.m.
(2 Hours)

INSTRUCTIONS TO STUDENT

1. This question paper consists of 7 pages.
2. Answer **ALL** questions in **Section A** on the **OMR sheet.**
3. Answer **ALL** questions in **Section B** in the **Answer Booklet.**

Section A: 40 Multiple Choice Questions (40 marks)
*Instruction: Shade your answers on the **OMR sheet**.*

1) Companies that perform their business offline are referred to as _____ companies, whereas companies that conduct their business activities solely online are considered _____ companies.
A. click-and-mortar; click-and-brick
B. pure play; click-and-brick
C. click-and-brick; pure play
D. brick-and-mortar; pure play

2) Pos Laju and AB Express are two commonly used courier services to deliver goods ordered online. Both of them are known as _____.
A. front end
B. back end
C. intermediaries
D. reintermediation

3) A job opening in the IT Department is posted on the MMU's intranet by the Human Resources Department. This is an example of _____.
A. E2C
B. B2E
C. B2B
D. B2S

4) E-Commerce can take several forms depending on the degree of digitization of the following three dimensions _____.
A. the marketing channel, the agent, and the collaboration method
B. the payment method, the delivery method, and the production method
C. the product or service sold, the process, and the delivery method
D. the business process, the collaboration, and the transaction

5) Daniel plans to open an online store. He has few types of products that he wants to sell online. Which of the following products are suitable?
A. Clothes and gifts
B. Jewelries and accessories
C. Movies and books
D. All of the above

6) Ford Motor Company uses digital technologies to plan, design and develop a product together with Mazda car manufacturer is an example of _____.
A. social commerce
B. collaborative commerce
C. B2B
D. C2C

Continued ...

7) Which of the following is **NOT** an advantage of e-catalog over printed catalog?
A. E-catalog is easy to update compared to printed catalog.
B. E-catalog can be displayed in many colors compared to printed catalog.
C. E-catalog is difficult to maintain compared to printed catalog.
D. E-catalog is more attractive compared to printed catalog.

8) An auction in which there is one buyer and many potential sellers and the lowest bid wins is referred to as all of the following **EXCEPT** _____ .
A. reverse auctions
B. bidding auction system
C. forward auctions
D. tendering system

9) Which of the following is **NOT** an advantage of the online job market for job seekers?
A. Can save advertisement costs.
B. Can communicate quickly with potential employers.
C. Can find information on a large number of jobs worldwide.
D. Can learn how to use their voice effectively in an interview.

10) A key difference in competition between retailing and e-tailing is that _____.
A. retailers face greater global competition
B. e-tailers face greater local competition
C. retailers face less competitors
D. e-tailers face less competitors

11) *When you buy online, you have to go to the retailer's website to view the goods listed in the catalog, use the shopping cart to select goods that you want to buy and click on the checkout button.*
The website and all of the shopping mechanisms mentioned above is referred to as _____.
A. back end
B. infrastructure
C. intermediary
D. front end

12) Watsons and Body Shop rely on word-of-mouth marketing by which customers promote a product by telling others about it. This is an example of _____.
A. viral marketing
B. online chat
C. cross-site comparisons
D. information broker

13) _____ segmentation divides a consumer market into logical groups for conducting market research and analyzing consumer personal information based on age, gender, family size, religion, race, nationality, income and occupation.
A. Psychographic
B. Demographic
C. Geographic
D. Behavioral

Continued ...

14) In e-commerce, cookies are _____.
   A. software that gathers user information over an Internet connection without the user's knowledge
   B. user's unique physical or behavioral characteristics that can be used to identify an individual precisely (e.g., fingerprints)
   C. tiny graphics files embedded in e-mail messages and in websites that transmit information about users and their movements to a Web server
   D. data files that are placed on a user's hard drive by a remote Web server, frequently without disclosure or the user's consent, which collect information about the user's activities at a site

15) In web advertising, the term _____ is the percentage of visitors who are exposed to a banner ad and click on it.
   A. hit
   B. ad views
   C. click-through rate
   D. conversion rate

16) Which type of ad appears when a predetermined word is queried from a search engine?
   A. Pop-up ad
   B. Pop-under ad
   C. Keyword banner
   D. Live banner

17) All of the following are Government to Citizen (G2C) e-commerce services **EXCEPT** _____.
   A. road tax renewal
   B. collaborations with foreign partners, including governments and institutions
   C. replacement for loss of MyKad
   D. information on study loan and trust fund for poor students

18) What is the benefit of e-government?
   A. Makes interactions and transactions with the government easier, cheaper and quicker.
   B. Reduces the average time for businesses and citizens to find information.
   C. Better accessibility of public and government related services.
   D. All of the above.

19) What could be a potential drawback of e-learning?
   A. Content is fixed to suit the needs of all students.
   B. Increased learning time and costs.
   C. Higher content retention due to self-paced learning.
   D. Hands-on skills may be harder to learn and assess.

20) Which of the following is **NOT** an example of C2C e-commerce site?
   A. http://malaysia.craigslist.org/
   B. http://www.mudah.my/
   C. http://www.11street.my/
   D. http://www.lelong.com.my/

Continued ...

21) The process of automatically identifying a Web user's physical location without that user having to provide any information is referred to as _____.
A. Global Positioning System (GPS)
B. terminal-based positioning
C. network-based positioning
D. geolocation

22) Major value-added attributes of the mobile commerce landscape include each of the following **EXCEPT** _____.
A. personalization
B. localization
C. security
D. ubiquity

23) Challenges of mobile workforce support include each of the following **EXCEPT** _____.
A. Internetwork roaming
B. bandwidth management
C. tracking people and vehicles
D. network coverage gaps and interruptions

24) _____ connects a mobile device to a network or another computing device, anytime, anywhere.
A. Wireless middleware
B. Mobile operating system
C. Wireless mobile computing
D. Wireless operating system

25) The following statements are **TRUE** about the benefits of enterprise business social networking **EXCEPT** _____.
A. to increase revenue
B. to reduce operation and travel costs
C. to reduce business and marketing opportunities
D. to build better customer and employee relationship

26) Which of the following is a term that describes use of social media platforms such as networks, online communities, blogs, wikis, or any other online collaborative media used for marketing, market research, sales, CRM, and customer service?
A. Social capital
B. Consumer marketing
C. Interactive marketing
D. Social media marketing

27) Benefits of social commerce to vendors include all of the following **EXCEPT** _____.
A. identifying brand advocates
B. creating viral advertisements
C. paying less for products and services
D. using low-cost user-generated content

Continued ...

28) When conducting social commerce, risk factors that must be considered include each of the following **EXCEPT** _____.
A. establishing multiple crowdsources
B. integration with existing IT systems
C. security and privacy issues
D. possibilities of fraud

29) Security in e-commerce includes _____.

i. protecting message sent on the Internet from being read and understood by unauthorized parties
ii. preventing disasters from happening
iii. protecting an organization's data resource from unauthorized access
iv. authenticating the real identity of an e-commerce website

A. i, ii and iii
B. i, iii and iv
C. ii, iii and iv
D. i and iv

30) _____ is a person who intentionally carries out crimes over the Internet.
A. Cybercriminal
B. Cybercrime
C. Cyberspace
D. Fraud

31) _____ refers to the e-markets for stolen information, made up of thousands of websites that sell credit card numbers, banks account numbers and passwords.
A. Botnet
B. Phishing
C. Cybercriminal
D. Internet underground economy

32) The process of verifying the real identity of an individual, computer, computer program, or e-commerce website is referred to as_____.
A. security audit
B. authorization
C. authentication
D. vulnerability assessment

33) An electronic card that contains information that can be used for payment purposes **BEST** describes _____.
A. host card
B. payment card
C. funds card
D. pocket card

Continued ...

34) Forms of payment cards include each of the following **EXCEPT** _____.
A. credit cards
B. purchase cards
C. charge cards
D. debit cards

35) Basic configurations for processing online payments include each of the following **EXCEPT**_____.
A. using a POS operated by an acquirer
B. using a POS operated by a payment service provider
C. owning the payment software
D. contracting with an online cash checking company

36) A _____ is a card that has monetary value loaded onto it and is usually rechargeable.
A. contact card
B. contactless card
C. stored-value card
D. closed loop card

37) When creating a new business, the first step is to _____.
A. write a business case or plan
B. acquire financing needed to make the business successful
C. investigate all existing opportunities
D. identify a consumer or business need that is not presently being met

38) The _____ is refer to how Web pages are organized, labeled, and navigated to support browsing and searching.
A. Web design
B. Web site map
C. information architecture
D. Web layout

39) _____ offers one of the most popular storefront packages with three levels of merchant solutions: starter, standard, and professional.
A. Google
B. Amazon.com
C. eBay
D. Yahoo! Small Business

40) The text, images, sound, and video that make up a Web page **BEST** defines _____.
A. metadata
B. profile
C. design
D. content

Continued ...

Section B: 4 Structured Questions (60 marks)

*Instruction: Write your answers in the **Answer Booklet**.*

Question 1

a) Discuss **THREE** common B2C e-commerce business models. (6 marks)
b) Briefly describe **THREE** e-commerce revenue models and give **ONE** example of website for each revenue model. (6 marks)
c) What are the **THREE** major capabilities that contribute to the growth of e-commerce. (3 marks)

[TOTAL 15 MARKS]

Question 2

Yasmin and a few friends plan to sell handmade gifts online. Discuss **FIVE** Web advertising methods that work best for their small business. Provide the advantages of each advertising method.

[TOTAL 15 MARKS]

Question 3

Ariana plans to shop on *zalora.com.my* and this is her first experience shopping online.
a) Discuss **FIVE** benefits that she can gain from shopping with *zalora*. (10 marks)
b) Explain **TWO** requirements of e-commerce security that *zalora.com.my* must provide. (5 marks)

[TOTAL 15 MARKS]

Question 4

You are planning to start an online business that sells cookies.
a) Illustrate a diagram of the **SIX** steps in the process of building a website. (6 marks)
b) Based on your understanding, describe each step in the process. (9 marks)

[TOTAL 15 MARKS]

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